

# Camel CIGARETTES

Camels are a  
Cigarette Revelation!

Most critical, exacting smokers declare that such smoothness, such mild, mellow body and such refreshing flavor as Camels supply so generously never before have been put into a cigarette!

Every puff on Camels proves a greater delight!

Your fondness for Camels continually increases; *they never tire your taste!*

That's because Camels have the quality and because they are an expert blend of choice Turkish and choice Domestic tobaccos.

Camels blend is so unusual, so appealing to your best cigarette desires *you'll prefer it to either kind of tobacco smoked straight!*

Compare Camels with any cigarette in the world—*quality, enjoyment, price*—to realize that Camels are made to meet your taste.

And you'll appreciate Camels freedom from any unpleasant cigaretty aftertaste or unpleasant cigaretty odor.

Once you *know* Camels you'll certainly prefer their quality to coupons, gifts or premiums.

Camels are sold everywhere in scientifically sealed packages of 20 cigarettes; or ten packages (200 cigarettes) in a glassine-paper-covered carton. We strongly recommend this carton for the home or office supply or when you travel.

R. J. Reynolds Tobacco Co.  
Winston-Salem, N. C.